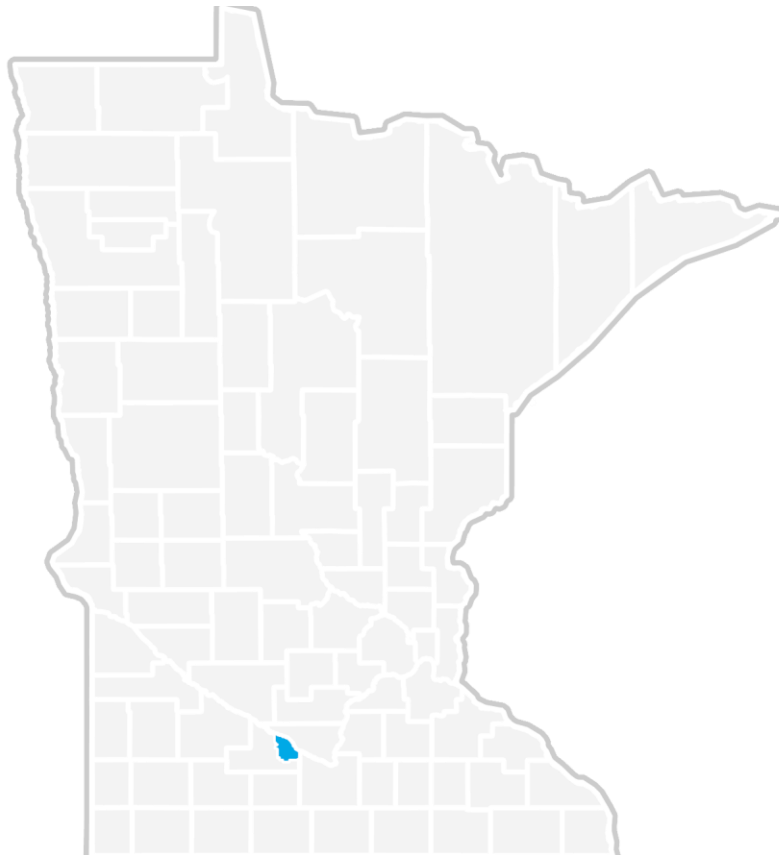




Economic Overview

ZCTA 56073 (Brown County, MN portion)



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Demographic Profile

In 2010, the population in ZCTA 56073 (Brown County, MN portion)* was 16,759.

The region has a civilian labor force of 9,472 with a participation rate of 69.3%. Of individuals 25 to 64 in ZCTA 56073 (Brown County, MN portion),* 27.1% have a bachelor's degree or higher which compares with 30.5% in the nation.

The median household income in ZCTA 56073 (Brown County, MN portion)* is \$49,064 and the median house value is \$135,500.

Demographic Profile ¹						
	Percent			Value		
	Proxy for ZCTA 56073 (Brown County, MN portion)*	Minnesota	USA	Proxy for ZCTA 56073 (Brown County, MN portion)*	Minnesota	USA
Demographics						
Population	—	—	—	16,759	5,303,925	308,745,538
Median Age ³	—	—	—	43.0	37.4	37.2
Under 18 Years	20.7%	24.2%	24.0%	3,469	1,284,063	74,181,467
18 to 24 Years	10.6%	9.5%	9.9%	1,774	502,799	30,672,088
25 to 34 Years	10.8%	13.5%	13.3%	1,817	715,586	41,063,948
35 to 44 Years	10.3%	12.8%	13.3%	1,733	681,094	41,070,606
45 to 54 Years	15.9%	15.2%	14.6%	2,672	807,898	45,006,716
55 to 64 Years	13.6%	11.9%	11.8%	2,285	629,364	36,482,729
65 to 74 Years	8.3%	6.7%	7.0%	1,389	354,427	21,713,429
75 Years, and Over	9.7%	6.2%	6.0%	1,620	328,694	18,554,555
Race: White	98.0%	85.3%	72.4%	16,432	4,524,062	223,553,265
Race: Black or African American	0.3%	5.2%	12.6%	44	274,412	38,929,319
Race: American Indian and Alaska Native	0.1%	1.1%	0.9%	13	60,916	2,932,248
Race: Asian	0.5%	4.0%	4.8%	89	214,234	14,674,252
Race: Native Hawaiian and Other Pacific Islander	0.0%	0.0%	0.2%	2	2,156	540,013
Race: Some Other Race	0.4%	1.9%	6.2%	63	103,000	19,107,368
Race: Two or More Races	0.7%	2.4%	2.9%	116	125,145	9,009,073
Hispanic or Latino (of any race)	1.6%	4.7%	16.3%	263	250,258	50,477,594
Economic						
Labor Force Participation Rate and Size (civilian population 16 years and over) ⁴	69.3%	70.2%	63.8%	9,472	2,958,989	157,113,886
Armed Forces Labor Force ⁴	0.0%	0.1%	0.4%	2	2,487	1,083,691
Veterans, Age 18-64 ⁴	7.5%	5.8%	6.2%	764	195,510	11,977,656
Median Household Income ^{3,4}	—	—	—	\$49,064	\$59,836	\$53,046
Poverty Level (of all people) ⁴	8.7%	11.5%	15.4%	1,363	598,391	46,663,433
Mean Commute Time (minutes) ⁴	—	—	—	13.5	22.9	25.5

Demographic Profile ¹						
	Percent			Value		
	Proxy for ZCTA 56073 (Brown County, MN portion)*	Minnesota	USA	Proxy for ZCTA 56073 (Brown County, MN portion)*	Minnesota	USA
Commute via Public Transportation ⁴	0.6%	3.4%	5.0%	49	92,680	7,000,722
Union Membership ⁵	—	14.1%	11.1%	—	—	—
Educational Attainment, Age 25-64						
No High School Diploma ⁴	3.6%	6.2%	12.2%	297	177,706	20,081,351
High School Graduate ⁴	34.6%	23.9%	26.7%	2,874	681,368	43,924,394
Some College, No Degree ⁴	23.5%	23.1%	22.0%	1,953	659,711	36,266,398
Associate's Degree ⁴	11.1%	11.7%	8.6%	922	334,011	14,216,331
Bachelor's Degree ⁴	18.5%	23.9%	19.5%	1,538	682,593	32,105,737
Postgraduate Degree ⁴	8.6%	11.1%	11.0%	712	318,075	18,142,599
Housing						
Total Housing Units ⁴	—	—	—	7,419	2,353,932	132,057,804
Median House Value (of owner-occupied units) ^{3,4}	—	—	—	\$135,500	\$187,900	\$176,700
Homeowner Vacancy ⁴	1.6%	1.6%	2.2%	90	24,575	1,682,020
Rental Vacancy ⁴	1.8%	4.9%	7.3%	30	30,186	3,230,123
Renter-Occupied Housing Units (% of Occupied Units) ⁴	22.7%	27.5%	35.1%	1,621	578,960	40,534,516
Occupied Housing Units with No Vehicle Available (% of Occupied Units) ⁴	6.5%	7.1%	9.1%	464	149,666	10,483,077
Social						
Enrolled in Grade 12 (% of total population) ⁴	1.3%	1.5%	1.4%	220	80,464	4,496,472
Disabled, Age 18-64 ⁴	8.2%	8.2%	10.1%	836	272,630	19,403,946
Foreign Born ⁴	0.9%	7.3%	12.9%	148	392,037	40,341,898
Speak English Less Than Very Well (population 5 yrs and over) ⁴	1.0%	4.3%	8.6%	160	212,464	25,148,900

Source: [JobsEQ®](#)

1. Census 2010, unless noted otherwise

2. Census 2014, annual average growth rate since 2004

3. Median values for certain aggregate regions (such as MSAs) may be estimated as the weighted averages of the median values from the composing counties.

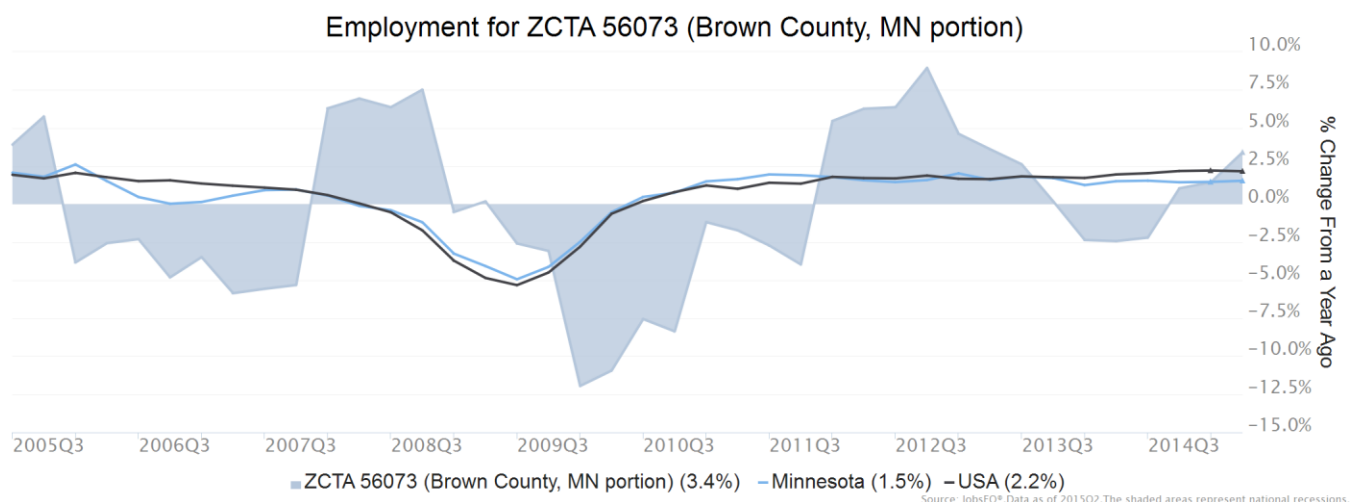
4. ACS 2009-2013

5. 2014; Current Population Survey, unionstats.com, and Chmura

* This user-defined region contains one or more partial ZCTA areas. Any such partial ZCTA within this region definition has been replaced by the full ZCTA for purposes of being described via the above data.

Employment Trends

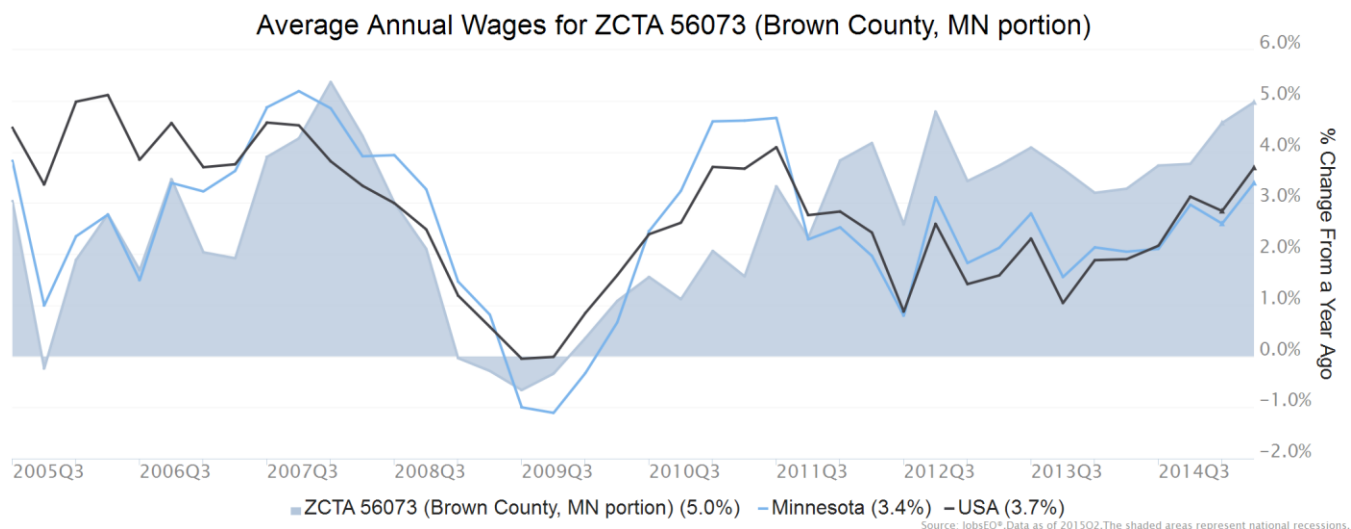
As of 2015Q2, total employment for ZCTA 56073 (Brown County, MN portion) was 8,615 (based on a four-quarter moving average). Over the year ending 2015Q2, employment increased 3.4% in the region.



Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2014Q4 with preliminary estimates updated to 2015Q2.

Wage Trends

The average worker in ZCTA 56073 (Brown County, MN portion) earned annual wages of \$37,991 as of 2015Q2. Average annual wages per worker increased 5.0% in the region during the preceding four quarters. For comparison purposes, annual average wages were \$52,408 in the nation as of 2015Q2.



Annual average wages per worker data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2014Q4 with preliminary estimates updated to 2015Q2.

Cost of Living Index

The Cost of Living Index estimates the relative price levels for consumer goods and services. When applied to wages and salaries, the result is a measure of relative purchasing power. The cost of living is 7.2% lower in ZCTA 56073 (Brown County, MN portion) than the U.S. average.

Cost of Living Information			
	Annual Average Salary	Cost of Living Index (Base US)	US Purchasing Power
ZCTA 56073 (Brown County, MN portion)	\$37,991	92.8	\$40,930
Minnesota	\$52,515	105.2	\$49,941
USA	\$52,408	100.0	\$52,408

Source: [JobsEQ®](#)

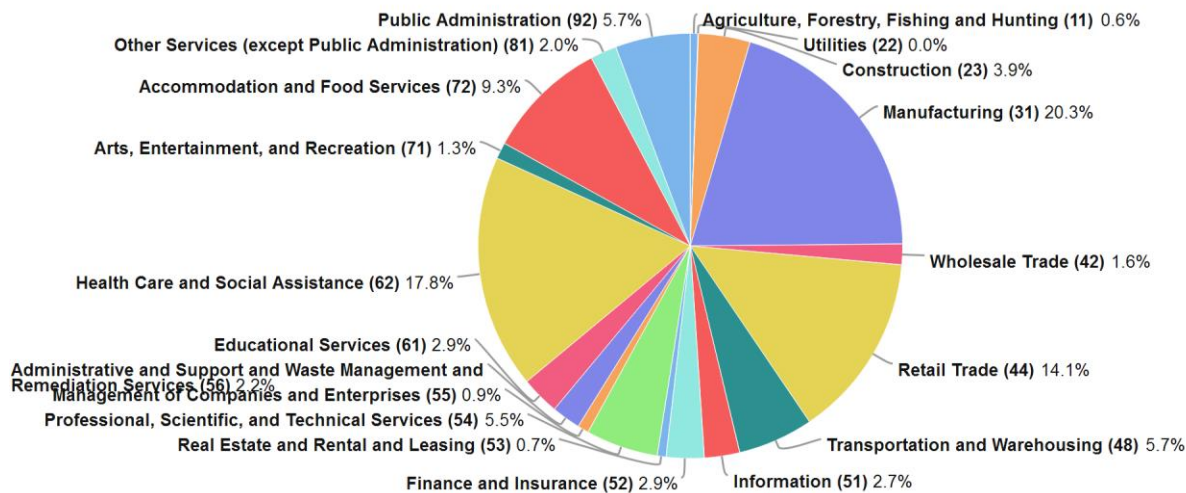
Data as of 2015Q2

The Cost of Living Index is developed by Chmura Economics & Analytics and is updated quarterly.

Industry Snapshot

The largest sector in ZCTA 56073 (Brown County, MN portion) is Manufacturing, employing 1,750 workers. The next-largest sectors in the region are Health Care and Social Assistance (1,533 workers) and Retail Trade (1,214). High location quotients (LQs) indicate sectors in which a region has high concentrations of employment compared to the national average. The sectors with the largest LQs in the region are Manufacturing (LQ = 2.29), Transportation and Warehousing (1.46), and Information (1.28).

Total Workers for ZCTA 56073 (Brown County, MN portion) by Industry



Source: JobsEQ®, Data as of 2015Q2

Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2014Q4 with preliminary estimates updated to 2015Q2.

Sectors in ZCTA 56073 (Brown County, MN portion) with the highest average wages per worker are Management of Companies and Enterprises (\$80,510), Utilities (\$68,674), and Agriculture, Forestry, Fishing and Hunting (\$51,014). Regional sectors with the best job growth (or most moderate job losses) over the last 5 years are Health Care and Social Assistance (+262 jobs), Professional, Scientific, and Technical Services (+109), and Retail Trade (+65).

Over the next 10 years, employment in ZCTA 56073 (Brown County, MN portion) is projected to contract by 90 jobs. The fastest growing sector in the region is expected to be Construction with a +1.8% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Health Care and Social Assistance (+277 jobs), Construction (+64), and Professional, Scientific, and Technical Services (+29).

		Current			Historical				Forecast		
		Four Quarters Ending with 2015q2			Total Change over the Last 5 Years	Average Annual % Change in Employment 2010q2-2015q2			Over the Next 10 Years		
NAICS	Industry	Empl	Avg. Annual Wages	Location Quotient	Empl	ZCTA 56073 (Brown County, MN portion)	Minnesota	USA	Total Approx Repl Demand	Total Growth Demand	Avg. Annual Growth Percent
11	Agriculture, Forestry, Fishing and Hunting	50	\$51,014	0.65	31	20.8%	3.4%	1.6%	17	-6	-1.2%
21	Mining, Quarrying, and Oil and Gas Extraction	0	n/a	0.00	-1	n/a	6.7%	6.2%	0	0	0.0%
22	Utilities	3	\$68,674	0.07	-13	-27.1%	0.4%	-0.2%	1	-1	-2.3%
23	Construction	339	\$47,732	0.84	56	3.7%	3.7%	2.1%	72	64	1.8%
31	Manufacturing	1,750	\$50,279	2.29	-251	-2.6%	1.5%	1.2%	373	-286	-1.8%
42	Wholesale Trade	135	\$33,334	0.37	2	0.3%	1.4%	1.4%	29	-7	-0.5%
44	Retail Trade	1,214	\$22,540	1.25	65	1.1%	0.8%	1.4%	370	-30	-0.3%
48	Transportation and Warehousing	495	\$36,760	1.46	52	2.2%	1.1%	1.9%	127	-16	-0.3%
51	Information	231	\$42,096	1.28	54	5.5%	-0.7%	0.0%	50	-48	-2.3%
52	Finance and Insurance	249	\$47,841	0.70	27	2.3%	0.3%	0.5%	58	-7	-0.3%
53	Real Estate and Rental and Leasing	58	\$36,388	0.44	5	1.6%	1.8%	1.2%	13	3	0.5%
54	Professional, Scientific, and Technical Services	474	\$42,736	0.89	109	5.3%	3.2%	2.7%	100	29	0.6%
55	Management of Companies and Enterprises	73	\$80,510	0.54	-64	-11.8%	2.6%	3.5%	15	-5	-0.6%
56	Administrative and Support and Waste Management and Remediation Services	190	\$23,228	0.34	22	2.5%	3.4%	4.0%	45	20	1.0%
61	Educational Services	251	\$30,361	0.33	-51	-3.6%	0.7%	0.1%	50	-19	-0.8%
62	Health Care and Social Assistance	1,533	\$36,850	1.23	262	3.8%	1.8%	2.3%	317	277	1.7%
71	Arts, Entertainment, and Recreation	108	\$12,416	0.69	8	1.5%	0.5%	1.7%	33	4	0.4%
72	Accommodation and Food Services	798	\$12,088	1.00	-84	-2.0%	1.6%	2.9%	279	4	0.1%
81	Other Services (except Public Administration)	172	\$26,920	0.64	-24	-2.6%	1.2%	-0.5%	44	8	0.5%
92	Public Administration	492	\$38,271	1.09	-19	-0.7%	0.4%	-0.8%	113	-48	-1.0%
	Total - All Industries	8,615	\$37,991	1.00	185	0.4%	1.5%	1.6%	2,075	-90	-0.1%

Source: [JobsEQ®](#)

Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2014Q4 with preliminary estimates updated to 2015Q2. Forecast employment growth uses national projections adapted for regional growth patterns.

Occupation Snapshot

The largest major occupation group in ZCTA 56073 (Brown County, MN portion) is Office and Administrative Support Occupations, employing 1,276 workers. The next-largest occupation groups in the region are Production Occupations (998 workers) and Sales and Related Occupations (929). High location quotients (LQs) indicate occupation groups in which a region has high concentrations of employment compared to the national average. The major groups with the largest LQs in the region are Production Occupations (LQ = 1.77), Transportation and Material Moving Occupations (1.39), and Architecture and Engineering Occupations (1.37).

Occupation groups in ZCTA 56073 (Brown County, MN portion) with the highest average wages per worker are Management Occupations (\$82,800), Legal Occupations (\$71,300), and Architecture and Engineering Occupations (\$69,300). The unemployment rate in the region varied among the major groups from 1.3% among Legal Occupations to 5.7% among Construction and Extraction Occupations.

Over the next 10 years, the fastest growing occupation group in ZCTA 56073 (Brown County, MN portion) is expected to be Healthcare Support Occupations with a +1.9% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Healthcare Practitioners and Technical Occupations (+68 jobs) and Healthcare Support Occupations (+64). Over the same period, the highest replacement demand (occupation demand due to retirements and workers moving from one occupation to another) is expected in Sales and Related Occupations (308 jobs) and Office and Administrative Support Occupations (298).

Occupation Snapshot in ZCTA 56073 (Brown County, MN portion)													
		Current					Historical				Forecast		
		Four Quarters Ending with 2015q2			2015q2		Total Change over the Last 5 Years	Avg Ann % Chg in Empl 2010q2-2015q2			Over the Next 10 Years		
SOC	Title	Empl	Avg. Annual Wages ¹	LQ	Unempl	Unempl Rate	Empl	ZCTA 56073 (Brown County, MN portion)	Minnesota	USA	Total Repl Demand	Total Growth Demand	Avg. Annual Growth Percent
11-0000	Management Occupations	408	\$82,800	0.93	5	1.4%	14	0.7%	1.7%	1.6%	97	-12	-0.3%
13-0000	Business and Financial Operations Occupations	319	\$55,200	0.74	5	2.1%	0	0.0%	1.4%	1.6%	63	-6	-0.2%
15-0000	Computer and Mathematical Occupations	108	\$64,300	0.44	1	1.8%	2	0.4%	2.1%	2.5%	16	-5	-0.5%
17-0000	Architecture and Engineering Occupations	209	\$69,300	1.37	2	1.7%	38	4.1%	1.7%	1.4%	48	-13	-0.7%
19-0000	Life, Physical, and Social Science Occupations	57	\$53,100	0.78	1	2.0%	3	1.0%	1.6%	1.1%	18	-1	-0.2%
21-0000	Community and Social Service Occupations	136	\$43,000	1.10	2	2.0%	27	4.5%	1.9%	2.7%	30	7	0.5%
23-0000	Legal Occupations	71	\$71,300	1.09	1	1.3%	3	1.0%	-0.1%	0.2%	13	1	0.2%
25-0000	Education, Training, and Library Occupations	212	\$43,500	0.40	7	3.5%	-25	-2.2%	0.9%	0.2%	45	-4	-0.2%
27-	Arts, Design,	138	\$39,300	1.22	3	3.6%	29	4.8%	0.6%	1.1%	42	-7	-0.6%

Occupation Snapshot in ZCTA 56073 (Brown County, MN portion)													
		Current					Historical				Forecast		
		Four Quarters Ending with 2015q2			2015q2		Total Change over the Last 5 Years	Avg Ann % Chg in Empl 2010q2-2015q2			Over the Next 10 Years		
SOC	Title	Empl	Avg. Annual Wages ¹	LQ	Unempl	Unempl Rate	Empl	ZCTA 56073 (Brown County, MN portion)	Minnesota	USA	Total Repl Demand	Total Growth Demand	Avg. Annual Growth Percent
0000	Entertainment, Sports, and Media Occupations												
29-0000	Healthcare Practitioners and Technical Occupations	556	\$67,100	1.12	6	1.5%	69	2.7%	1.4%	1.4%	111	68	1.2%
31-0000	Healthcare Support Occupations	315	\$26,400	1.26	8	3.0%	34	2.3%	1.6%	2.0%	59	64	1.9%
33-0000	Protective Service Occupations	124	\$36,500	0.60	2	2.6%	7	1.1%	0.8%	0.5%	37	1	0.1%
35-0000	Food Preparation and Serving Related Occupations	790	\$19,100	1.01	34	5.3%	-97	-2.3%	1.5%	2.7%	285	8	0.1%
37-0000	Building and Grounds Cleaning and Maintenance Occupations	221	\$24,900	0.77	9	4.6%	-9	-0.8%	1.9%	1.0%	49	6	0.3%
39-0000	Personal Care and Service Occupations	263	\$22,000	0.96	10	4.4%	58	5.2%	2.0%	1.9%	54	48	1.7%
41-0000	Sales and Related Occupations	929	\$30,100	1.03	28	3.6%	22	0.5%	0.8%	1.3%	308	-20	-0.2%
43-0000	Office and Administrative Support Occupations	1,276	\$32,100	0.93	38	3.6%	24	0.4%	1.2%	1.5%	298	-64	-0.5%
45-0000	Farming, Fishing, and Forestry Occupations	41	\$27,100	0.72	8	4.7%	13	7.6%	2.9%	1.6%	13	-4	-1.1%
47-0000	Construction and Extraction Occupations	276	\$43,100	0.81	15	5.7%	41	3.3%	3.4%	2.2%	54	39	1.3%
49-0000	Installation, Maintenance, and Repair Occupations	351	\$41,900	1.06	7	2.6%	8	0.4%	1.9%	1.6%	80	-6	-0.2%
51-0000	Production Occupations	998	\$33,900	1.77	33	3.9%	-98	-1.9%	1.9%	1.8%	226	-158	-1.7%
53-0000	Transportation and Material Moving Occupations	816	\$33,600	1.39	29	4.2%	24	0.6%	1.8%	2.2%	177	-30	-0.4%
00-0000	Total - All Occupations	8,615	\$39,000	1.00	n/a	n/a	185	0.4%	1.5%	1.6%	2,124	-90	-0.1%

Source: [JobsEQ®](#)

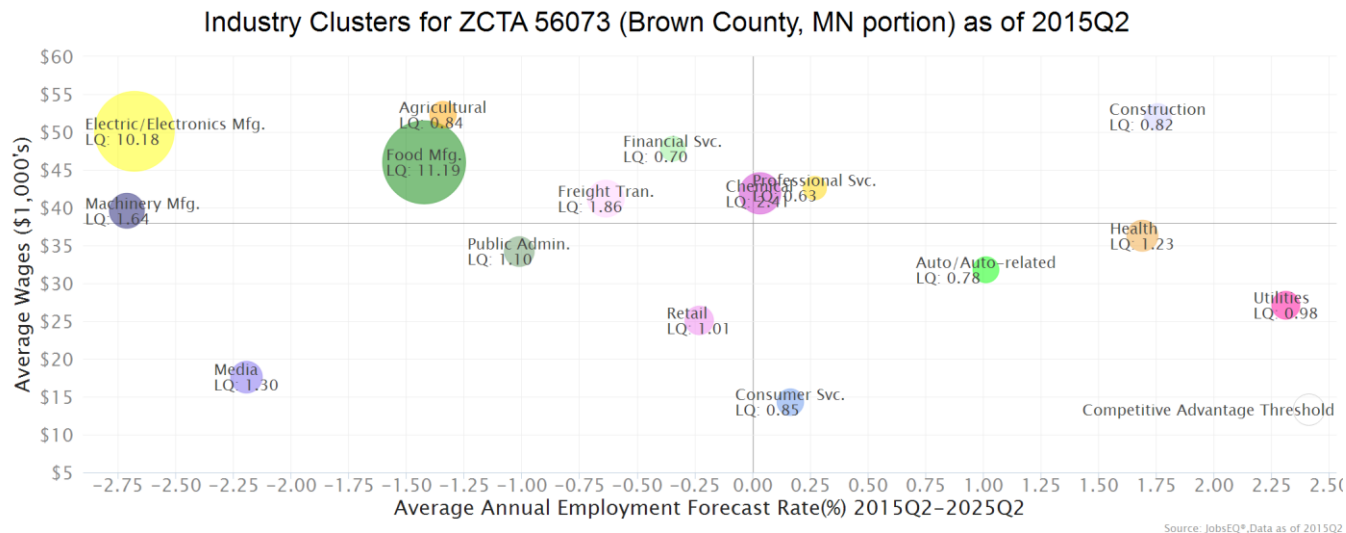
Note: Figures may not sum due to rounding.

1. Occupation wages are as of 2014

Occupation employment data are estimated via industry employment data and the estimated industry/occupation mix. Industry employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and currently updated through 2014Q4, imputed where necessary with preliminary estimates updated to 2015Q2. Wages by occupation are as of 2014 provided by the BLS and imputed where necessary. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

Industry Clusters

A cluster is a geographic concentration of interrelated industries or occupations. The industry cluster in ZCTA 56073 (Brown County, MN portion) with the highest relative concentration is Food Mfg. with a location quotient of 11.19. This cluster employs 738 workers in the region with an average wage of \$46,000. Employment in the Food Mfg. cluster is projected to contract in the region about 1.4% per year over the next ten years.

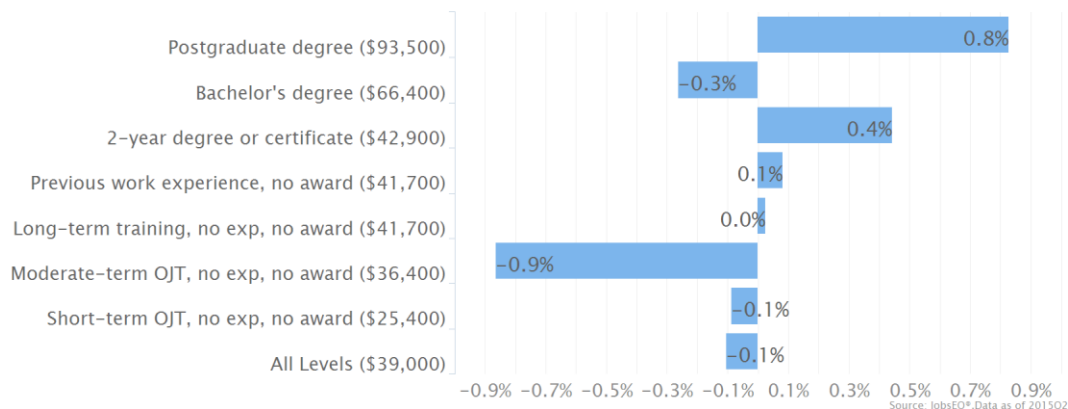


Location quotient and average wage data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics, imputed where necessary, and updated through 2014Q4 with preliminary estimates updated to 2015Q2. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

Education Levels

Expected growth rates for occupations vary by the education and training required. While all employment in ZCTA 56073 (Brown County, MN portion) is projected to contract 0.1% over the next ten years, occupations typically requiring a postgraduate degree are expected to grow 0.8% per year, those requiring a bachelor's degree are expected to contract 0.3% per year, and occupations typically needing a 2-year degree or certificate are expected to grow 0.4% per year.

Annual Average Projected Job Growth by Training Required for ZCTA 56073 (Brown County, MN portion)



Employment by occupation data are estimates as of 2015Q2. Education levels of occupations are based on BLS assignments. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

FAQ

What is a location quotient?

A location quotient (LQ) is a measurement of concentration in comparison to the nation. An LQ of 1.00 indicates a region has the same concentration of an industry (or occupation) as the nation. An LQ of 2.00 would mean the region has twice the expected employment compared to the nation and an LQ of 0.50 would mean the region has half the expected employment in comparison to the nation.

What is replacement demand?

Replacement demand is the number of jobs required due to replacements—retirements and turnover resulting from workers moving from one occupation into another. Note that replacement demand does not include all turnover—it does not include when workers stay in the same occupation but switch employers. The replacement demand shown in this report may also be understated; thus, it can be taken to be a minimum measure of the number of workers who will need to be trained for the occupation due to replacements. The total projected demand for an occupation is the sum of the replacement demand and the growth demand (which is the increase or decrease of jobs in an occupation expected due to expansion or contraction of the overall number of jobs in that occupation).

What is a cluster?

A cluster is a geographic concentration of interrelated industries or occupations. If a regional cluster has a location quotient of 1.25 or greater, the region is considered to possess a *competitive advantage* in that cluster.

What is the difference between industry wages and occupation wages?

Industry wages and occupation wages are estimated via separate data sets, often the time periods being reported do not align, and wages are defined slightly differently in the two systems (for example, certain bonuses are included in the industry wages but not the occupation wages). It is therefore common that estimates of the average industry wages and average occupation wages in a region do not match exactly.

What is NAICS?

The North American Industry Classification System (NAICS) is used to classify business establishments according to the type of economic activity. The NAICS Code comprises six levels, from the “all industry” level to the 6-digit level. The first two digits define the top level category, known as the “sector,” which is the level examined in this report.

What is SOC?

The Standard Occupational Classification system (SOC) is used to classify workers into occupational categories. All workers are classified into one of over 820 occupations according to their occupational definition. To facilitate classification, occupations are combined to form 23 major groups, 96 minor groups, and 449 occupation groups. Each occupation group includes detailed occupations requiring similar job duties, skills, education, or experience.

About This Report

This report and all data herein were produced by JobsEQ®, a product of Chmura Economics & Analytics. The information contained herein was obtained from sources we believe to be reliable. However, we cannot guarantee its accuracy and completeness.